



OFFICE OF THE CITY MANAGER

NO. LTC# 180-2015

LETTER TO COMMISSION

TO: Mayor Philip Levine and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: April 30, 2015

SUBJECT: Goodwill Ambassador Plan for Memorial Day Weekend

This Letter to Commission outlines the plan for deploying the City's Goodwill Ambassador Teams during the 2015 Memorial Day Weekend. This highly successful program continues to be an essential component of the City's Major Event Planning.

The City's Goodwill Ambassador Teams, along with Miami-Dade County Goodwill Ambassadors will once again be an integral part of the City's Major Event Plan, helping our visitors remain informed of pertinent information and representing the City. As a Goodwill Ambassador, our employees have the vital task of presenting our City in the best possible light, answering questions whenever necessary, providing directions to anyone who may be lost or simply to identify areas of concern and alert the appropriate parties.

Background:

The City of Miami Beach will once again deploy approximately 100 Goodwill Ambassadors during the daytime hours for beach details. The CMB Goodwill Ambassadors have historically been deployed during Memorial Day and Spring Break Weekends. The Goodwill Ambassadors have proven to be a tremendous asset in assisting police officers with non-enforcement police related duties in an effort to keep our beach clean and safe.

Miami-Dade Board of County Commissioners Office of Community Advocacy will also deploy their Goodwill Ambassadors during Memorial Day Weekend. Miami-Dade County Goodwill Ambassadors will primarily be deployed during night time hours in the entertainment district but will also assist the CMB Goodwill Ambassadors with the daytime Beach detail.

CMB Goodwill Ambassadors Responsibilities and Assignment:

The Goodwill Ambassadors will be assigned to various locations within the Entertainment District, Lummus Park, and Beach Area. The Goodwill Ambassadors will be divided into teams and tasked with various assignments. Those assignments are:

- **Beach Assignment** – Goodwill Ambassadors assigned to the beach will be posted near beach access areas in an effort to assist police officers in educating beach goers on the City Ordinances pertaining to glass bottles and open alcoholic beverages on the beach. They will also be tasked with handing out small courtesy litter bags to beach goers and reporting any criminal activity to law enforcement officers (i.e. beach thefts).

- **Ocean Drive Assignment** – Goodwill Ambassadors assigned to Ocean Drive will be posted in Lummus Park where there is a high volume of people. The Goodwill Ambassadors will be tasked with distributing brochures outlining safety tips to visitors, monitoring crowd control, checking public restrooms for cleanliness and reporting any criminal activity to law enforcement officers. There will be several Goodwill Ambassador tents in Lummus Park in an effort to provide information to visitors and/or residents.
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- **Entertainment District Assignment** (Collins and Washington Avenue) – Goodwill Ambassadors assigned to the Entertainment District will be tasked with crowd control at various nightclubs and hotels. These Goodwill Ambassadors will assist law enforcement in keeping the crowd behind barricades and out of the roadway. There will be a minimum of six (6) Goodwill Ambassadors assigned to a team when dealing with crowd control.
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- **MBPD Headquarters Assignment** – Goodwill Ambassadors assigned to the MBPD will be positioned in the lobby area to help facilitate the dissemination of information. In past years, during special events, the police department experienced a high volume of people that come into the station looking for pertinent information.

Staging Location:

The CMB and Miami-Dade County Goodwill Ambassadors staging location will be at the Miami Beach Convention Center, Hall C, rooms 220/222 (1700 Convention Center Drive). In addition to the staging area, the Goodwill Ambassadors will use the 10th Street Auditorium (1001 Ocean Drive) as a break location.

Police Personnel:

Police personnel assigned to the Goodwill Ambassadors will consist of three (3) uniformed police officers. The uniformed police officers will assist Goodwill Ambassadors during the distribution of small courtesy litter bags, cooler checks and take any law enforcement action deemed necessary. The uniformed police officers will also be tasked with issuing all Goodwill Ambassadors non-sworn police ID cards, maintaining a matrix for each team's locations, monitoring radio communications, maintaining documents needed for our records, assign the Goodwill Ambassadors to locations where their assistance is needed and author any incident reports.

CMB Goodwill Ambassadors restrictions:

CMB Goodwill Ambassador Volunteers must meet the following criteria in order to participate:

- No more than 10 sick days (not incidents) in the last 12 month period.
- Have not been absent without leave (AWOL) in the last 12 months.
- Have an overall employment evaluation score of no less than 60 or not less than 7 in the areas of customer service and the ability to work with others.
- Have not received discipline in the last 6 months.
- Are not currently on *active* Family and Medical Leave (FML).
- Have completed their probationary period.

In addition, all employees must obtain approval from their supervisor and Division Director in order to participate as a Goodwill Ambassador. Participating Employees to the Goodwill Ambassador Program for Memorial Day Weekend will receive administrative time for time worked. Administrative leave accumulated during deployment is projected to cost approximately \$100,000.00. The Goodwill Ambassadors will be provided one meal per day along with snacks and refreshments.

Operational Time Line:

The CMB Goodwill Ambassadors are scheduled for deployment on May 23rd and May 24th from 11am to 9pm. The Miami-Dade County Goodwill Ambassadors are scheduled for deployment beginning Thursday May 22nd thru Sunday, May 24th 6pm to 2am and Monday May 26th from 12pm to 8pm.

Transportation/Parking:

The Goodwill Ambassadors will use golf carts as a source of transportation to their posts. The golf carts will be parked on the first floor of the Miami Beach Police Department Parking Garage. The Goodwill Ambassadors choosing to drive personal vehicles to Miami Beach will park in the P-lot located north of City Hall. In addition to the golf carts, there will be a shuttle service Thursday – Monday from the Convention Center to the Miami Beach Police Department.

Communications:

The Goodwill Ambassadors will communicate on hand held radios distributed by the Department of Emergency Management Logistics Section. Police personnel and PSCU will monitor the Goodwill Ambassador's radio transmissions to ensure accountability and safety. CMB Goodwill Ambassadors will receive a safety and operational briefing prior to their deployment.

Training/Orientation:

The City of Miami Beach Goodwill Ambassadors will be required to attend a two hour training and orientation at the Miami Beach Convention Center, Hall B. The training dates and times are to be determined.

All Goodwill Ambassadors must have an issued non-sworn police ID card which identifies them as a Goodwill Ambassador. These ID cards will be issued at the beginning of the shift and must be returned at the end of their shift in order to receive administrative leave time.

Outside Entities working with GWA:

As in previous years, the Miami-Dade Peace Officers along with local religious leaders (God Squad) and members from the Department of Justice will be working closely with our Goodwill Ambassadors throughout the Memorial Day Weekend. Members from outside entities will be dressed in uniform attire working various hours during the weekend.

If you have any questions or need additional information, please do not hesitate to contact me.

JLM/DJO/LH/MR/CM